



Community Cultura Musica

On Saturday, September 17, Texas Latino Pride will hold its annual 'Texas Latino Pride' festival, with live entertainment and special guests.

When: Saturday, September 17, 2022
Where: 3505 Maple Avenue, Dallas TX 75219
Time: 3:00PM to 10:00PM

Our Mission

To unite the Hispanic/LatinX community in celebration of our culture, and providing advocacy, educational, and health services through our community partnerships.

About Texas Latino Pride

Texas Latino Pride started in 2014 as an event to promote and honor the diverse Hispanic/Latinx culture in a way that would promote inclusivity within our embedded communities. It has evolved into one of the lone star states premier music festivals that have raised thousands to support agencies that provide affordable and quality mental health care, substance abuse treatment, and housing services to people living with HIV/AIDS. Texas Latino Pride is the Fiesta with a Purpose and the funds raised help continue supporting organizations who provide services to our communities throughout the year.

LEVELS

Title Sponsor \$15,000+

- "The 2022 Texas Latino Pride Festival! proudly sponsored by (Your company name here)"
- Prominent logo placement on all promotional materials including LED display on Bud Light stage
- Logo placement on select promotional materials
- Custom shout-outs and links via the Texas Latino Pride social media channels
- Logo and link placement on the Texas Latino Pride homepage
- Logo placement on select Texas Latino Pride email communications
- Logo placement on select banners
- Logo inclusion in all event ads
- Onsite branding, identifying your company as an official sponsor
- 10 VIP tickets for your team to come and enjoy the event
- Thank you from the stage by the host
- The opportunity to provide gifts or SWAG to all attendees
- Premium vendor space included
- Customized outreach highlighting your commitment to the success of Texas Latino Pride through our affiliate networks.
- Exclusive invitations to other events like: board meet and greets, wrap-up party, and others as available

Diamond Sponsor \$10,000+

- Business name inclusion on select promotional materials including LED display on Bud Light stage
- Logo inclusion in all event ads
- Custom shout-outs and links via Texas Latino Pride social media channels
- Name placement on the TexasLatinoPride.org homepage
- Logo placement on select Texas Latino Pride email Communications
- Listing on select banners
- 5 VIP tickets for you to come and enjoy the event
- The opportunity to provide gifts or SWAG to all attendees
- Premium vendor space included
- Exclusive invitations to other Texas Latino Pride events

Platinum Sponsor \$7,000

- Business name inclusion on select promotional materials including LED display on Bud Light stage
- Logo inclusion in select event ads
- Vendor space included
- Logo placement on select Texas Latino Pride email Communications with over 5,000 registered mail list
- Listing on select display banners
- 2 VIP tickets for you and guests to come and enjoy the event
- The opportunity to provide gifts or SWAG to all attendees
- Exclusive invitations to other TexasLatino Pride events

Gold Sponsor \$5,000

- Business name inclusion on select promotional materials
- Logo inclusion in select event ads
- Vendor space included
- The opportunity to provide gifts or SWAG to all attendees

Silver Sponsor \$2,500

- Business name inclusion on select promotional materials
- Logo inclusion in select event ads
- Vendor space included

Community Sponsor \$1,000

- Logo inclusion in posters/flyers
- Vendor space included

Media Sponsor

Texas Latino Pride will provide [SPONSOR NAME] with the following:

- Recognition at event sites (approximately 3,500 people total)
- Station Name listed in the event guide
- Station logo on the welcome banner
- Display advertising on the TXLP website
- Station logo on the official Texas Latino Pride (TXLP) promotional t-shirt
- Present [SPONSOR NAME] with recognition
- Mentions and/or boilerplate language in press releases and possible additional exposure through ongoing earned media efforts
- A location at any Texas Latino Pride event(s) to provide participants with [SPONSOR NAME] promotional items and information
- Exclusive radio sponsorship for the Hispanic/LatinX market, to support the efforts of TXLP [SPONSOR NAME] agrees to provide the following:

Provide event coverage at scheduled Texas Latino Pride events.

- [SPONSOR NAME] will provide 3 daily promotional announcements by on-air talent during drive times 3 weeks prior to each of the events
- [SPONSOR NAME] will donate (2) public service announcements with exclusive broadcast, and customized by a [SPONSOR NAME] personality.
- Guarantee a minimum of one (1) LIVE interview with a Texas Latino Pride participant from each of the respective events (total of 2 interviews) no more than 6 weeks and no less than 2 weeks prior to the event; Texas Latino Pride media relations staff will coordinate all interviews
- Will provide a station personality to serve as a co-host or play another appropriate public role during each of the events
- Will provide one evening shift, not to exceed 9:00 pm and one day shift not to begin before 1:00 pm for both events
- Provide a timestamp log, following the event, stating when Texas Latino Pride PSAs were run
- Promotional announcements and PSAs must be inclusive of all Texas Latino Pride events in the station's listening area



Texas Latino Pride Sponsorship Commitment Form

- Title Sponsor: \$15,000+
- Diamond Sponsor: \$10,000+
- Platinum Sponsor: \$7,000
- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500
- Community Sponsor: \$1,000
- Media Sponsor
- Other: Contact us for other exclusive sponsorship options

Sponsorship commitment & logo is required by 07/31/2022, for guarantee on all pre-event marketing collateral

Sponsor Information

Sponsor Name: _____

(Please print or type your name as you would like it to be recognized on materials.)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Primary Contact Email: _____

Payment Information

I have enclosed/mailed a check. (Please make it payable to Texas Latino Pride.)

I agree to sponsor the 2022 Texas Latino Pride Festival with the terms and conditions.

Authorized Signature: _____ Date: _____

info@TexasLatinoPride.org 710 S. Edgefield Ave. Dallas TX 75208 TexasLatinoPride.org



Rules and Regulations

Texas Latino Pride presents the annual Texas Latino Pride (hereinafter referred to as “Festival”) for the public as an educational and entertainment event. It reserves all rights as producers, including the right to reject any application submitted to us at our sole discretion, without explanation.

Exhibitor / Vendor / Sponsor (hereinafter referred also to as “Applicant”) understands that (hereinafter referred to Texas Latino Pride as “TXLP”) has legal possession and control of the Festival venue located at the Reverchon Park, Dallas, TX on September 17, 2022 pursuant to agreements with the City of Dallas. The perimeter of the event consists of a designated area in the park as specified by the Festival.

Applicant further understands that the use granted by TXLP hereunder is a License to Occupy only, and is not coupled with an interest in the property; that TXLP retains the right to terminate this License to Occupy at any time during the term of Applicants use if, in TXLP’s sole determination: 1) Applicant creates a nuisance for TXLP, its other licensees, or its guests; 2) Applicant is found to have changed and/or added to the use described in this application; 3) Applicant is found to have falsified any of the statements contained in this application; 4) Applicant’s use of premises in any other way interferes with the orderly and successful conduct of the Festival space or violates any government laws or ordinances. The festival will take place rain or shine. This also means that no refunds will apply to any vendor or sponsor if inclement weather impedes the festival to operate at full capacity.

In our continuous effort to make our festival all-inclusive we encourage organizations and non-profit groups to contact our office if participation in our festival is a hardship.

By reserving a booth Applicant agrees to comply with the following provisions:

1. All business or other activity for which an Applicant has rented space must be conducted in Applicant’s designated area only. Expanding into areas in any way is strictly prohibited. This prohibition also applies to distribution or solicitation of any kind outside your booth. You must operate within your booth confines, unless authorized in writing by TXLP.
2. There will be a limited number of “same kind” Applicants. Applicants must submit a list of primary and alternate selling items of a diverse category. In the event of an excessive number of “same-kind” items or services, TXLP reserves the right to refuse an applicant or limit items offered. This policy is

to ensure successful exhibition and/or sales by all vendors and limit duplication.

3. Third party participation is strictly prohibited. Only one entity per booth is permitted. Sorry, you cannot share space!
4. Animals/pets are permitted within the festival area. You are solely responsible for the safety of your pet, and to provide shade, food and water.
5. Vendors selling for profit are responsible to obtain appropriate City license/permit to conduct business in the City of Dallas. TXLP will not obtain these licenses/permits for you. Non-profit Applicants that possess an IRS/State of Texas letter of determination under Section 501(c) of the Internal Revenue Code may be required to submit a copy of the organization's IRS Letter of Determination.
6. It is Applicant's responsibility to deal with and pay appropriate State of Texas taxes and fees. TXLP is required to submit a list of all participating Applicants to the State Board, including their actual sales tax number.
7. SPACE ALLOCATION USE: Applicant/Exhibitor and its agents shall confine presentation to the specified location and space size as set forth in its application and space permit. It shall not construct or place any material of any kind that extends beyond the confines of the allocated space. Exhibitor understands that this application is FOR SPACE ONLY unless requested. Exhibitors will provide everything else such as booth structure/tent, chairs, tables, etc. Amplified sound equipment, including but not limited to stereos, loudspeakers, and bullhorns, of any kind are NOT permitted. Additionally, Exhibitors shall not bring ATMs on site, but may use hand-held credit card machines that function on cell phone technology.
8. Merchants' windows may not be obscured at any time by vendors' boards, banners or other large displays or equipment. Vendors are not allowed to prop up or hang any merchandise on any wall, building or trees in the park and/or along the streets surrounding the park.
9. No alcoholic beverages are to be consumed or sold within a booth.
10. TXLP shall provide maximum visibility and access to merchant businesses that remain open during festival hours. Therefore, a vendor's booth height will be a major consideration in booth space allocation. Proposed increases in a vendor's booth height may require booth relocation. Contact TLP if your booth will exceed a standard 10' x 10' pop up tent with an overall height maximum of 8'.
11. Dimensions of the space allocated to each vendor are ten (10) feet wide by ten (10) feet deep measured out. Vendor space will be assigned by TXLP (or approved third party vendor) and vendors shall not move their assigned

booth to another area. Additional booth spaces may be available with additional paid fees.

12. Vendors must stay within their assigned spaces and out of fire lanes at all times. It is the vendor's responsibility to be aware of the fire lanes, as specified by the TXLP Coordinator.
13. All cardboard must be flattened and brought to trash collection locations. No trash shall remain after an Applicant has left the venue. In the case that there is refuse left behind, TXLP will document the refuse (by way of digital camera) and a cleaning fee of \$25 shall be charged to the Applicant.
14. Rentals (canopy, tables, chairs) are the responsibility of the Applicant. Applicant agrees to remove and return rental items to the rental vendor at the end of the festival. Applicant shall be liable for all damages to or loss of the rental items and liability incurred prior to rental items return to the rental vendor.
15. No person shall deface or otherwise abuse the plants or landscape in the park.
16. Power cords must be completely taped down to limit the liability for the vendor and conform to City safety requirements. If required, a vendor may bring their own power system e.g., a small generator. Contact TXLP for approval, and for specifications of what is allowed in the park. All cooking and/or electrical appliances must conform to the UNIFORM FIRE CODE of the City of Dallas Fire Department.
17. All Applicants are required to be open by posted festival hours (2pm) and remain open with their booths staffed until at least 8pm (festival ends at 10pm). Any Applicant that fails to comply with this provision shall forfeit applicable security deposit and/or could be subject to expulsion and forfeiture of fees paid.
18. Sound / sound systems are not permitted to be audible more than 20 feet from your booth.
19. Volunteers / staff for booths are the Applicant's responsibility. Please provide your staff / volunteers with a telephone number in case they need to locate you or if they have problems. Providing food and water to the volunteers/staff is also a responsibility of the applicant/vendor.
20. Applicants must be aware that possibly offensive material or products CANNOT BE DISPLAYED. The City of Dallas does not allow display of photographs, drawings, or sculptures or products exhibiting frontal nudity or genitalia.
 1. Nudity & obscenity will not be permitted as defined by Texas State Code. It is against the law to appear nude in public or to be exposed in a

manner determined to be lewd, lascivious, and/or obscene. Violators of these laws will be barred from participating in the Festival and could be subject to citation or arrest from the Dallas Police Department.

21. No weapons of any kind can be sold at this event, which include but are not limited to knives, swords, guns, rifles, etc.

22. LIABILITY INSURANCE is the vendor responsibility for its rented space in the festival; we encourage and recommend obtaining insurance in the amount of \$1,000,000.00 naming Texas Latino Pride, LLC as co-insured. A copy of your current/active certificate of Insurance must be submitted to Texas Latino Pride, no later than August 20 of the applicable year. TXLP is NOT responsible for bodily injuries that take place inside your booth or within 2 feet from the perimeter of your booth space. If you have staff/volunteers promoting outside your booth space (as permitted by TXLP), you are also legally responsible for those injuries.

23. TXLP provides only limited security and assumes no liability for property or equipment stolen during the festival, or left on festival grounds.

24. Non-Food APPLICANTS may NOT give away or sell any food product. No beverages including sodas and bottled water may be sold or given away from any vendor booth without the express written consent from TXLP. Violation of this rule as with any rule will result in immediate closure without refund or recourse.

25. Booth fees are NON-REFUNDABLE unless TXLP receives cancellation IN WRITING no later than August 15, of the applicable year. No booth fees will be refunded after this date. There is a \$75 cancellation fee for cancellation prior to August 15.

26. Payments received by TXLP are applied first to any outstanding fees due, unpaid applications, NSF / bank fees, then to other charges on your account. 27. A fee of \$30 will be charged for all NSF or stop payment checks.

27. TXLP is planning what we hope will be a fabulous Festival! We hope it will prove to be a fun and wonderful experience for you, however, we cannot and do not guarantee your sales or profits. TXLP does not promise Applicants a specific or estimated number of attendees at the event.

28. Vendors shall set up their booth between 9am and 1:30pm on the day of the festival; no one will be allowed to set up after 2pm; NO EXCEPTIONS.

29. Break-down of the booths for all vendors starts at 8pm on the day of the festival, but can stay open until 10:00pm; all vendors must vacate the park by 11:00pm. If a vendor vacates the park after 11:00pm, that vendor will be imposed a fine as stated by the City of Dallas for late exit.

